29th October, 2004. The Commission has started functioning w.e.f. 21st March, 2005.

KBK districts of Orissa

*407. SHRI SURENDRA LATH: Will the PRIME MINISTER be pleased to state:

(a) whether it is a fact that the KBK (Kalahandi, Bolangir and Koraput) districts of Orissa are among the most backward districts of the country;

(b) if so, the amount allocated from the Central Fund for their development in the last three years, year-wise;

(c) whether any assessment of the progress made in above districts, with the help of this money, had been made; and

(d) if so, the extent of changes that occured in the situation prior to and after the allocation of funds?

THE MINISTER OF STATE IN THE MINISTRY OF PLANNING (SHRI M.V. RAJASEKHARAN): (a) Yes, Sir.

(b) The KBK (Kalahandi, Bolangir and Koraput) districts of Orissa are being funded through a Special Plan under the Rashtriya Sam Vikas Yojana (RSVY) on 100% grant basis. Special Central Assistance of Rs. 200 crore was allocated in Annual Plan 2002-03 and Rs. 250 crore each year in 2003-04 and 2004-05.

(c) The Institute of Applied Manpower Research (IAMR) study for KBK districts largely relates to impact of other development programmes on KBK districts, prior to 2003. The Special Plan under RSVY was initiated in 2002-03 and has become fully operational from 2003-04. It is too early to have an evaluation study. NABARD have been asked to monitor the pogramme from the current year onwards.

(d) Does not arise.

BSNL and MTNL spendings on advertising and promotional activities

*408. SHRI ABANI ROY: Will the MINISTER OF COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

(a) what is the fund allocated by BSNL and MTNL for marketing of various telecom circles and its utilization during the last three years;

(b) the details of funds used for advertising through Government and private agencies, separately during the last three year with the names of advertising agencies;

(c) the complete details of the funds used for sponsor of national and local events and for promotional activities like organizing parties and distribution of gifts in the last three years, year-wise; and

(d) the details of funds allocated and used for passing on benefit to real consumers?

THE MINISTER OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (SHRI DAYANIDHI MARAN): (a) Sir, funds allocated and utilized by BSNL & MTNL for marketing of various telecom circles and its utilization during last three years is as follows:

Year-wise Allocation and Utilization of funds

(Figures in Rs. Lakh-rounded off)

BSNL

	Year 2002-03	Year 2003-04	Year 2004-05
Allocation	12536.70	17638.40	14161.19
Utilised	8498.47	8286.01	9504.63

Circle-wise details are enclosed as Statement-I (*See* below)

MTNL

Allocation	3715	4209	4704
Utilised	2980	1994	2435

(b) Details of funds used by BSNL & MTNL for advertising through Government and private agencies during the last three years are as follows (in lakhs):

BSNL	Year 2002-03	Year 2003-04	Year 2004-05
Government Agencies	1.29	501.63	1022.53
Private agencies	3301.32	2086.99	4156.71

Circle-wise details are enclosed as Statement-II (*See* below) and list of private advertising agencies engaged by BSNL is enclosed as Statement-III (*See* below)

MTNL	Year 2002-03	Year 2003-04	Year 2004-05
Government Agencies	54.69	64.68	471.24
Private agencies	2137.01	1453.41	1841.75

List of private agencies engaged by MTNL is enclosed as Statement-IV (*See* below).

(c) Marketing funds utilized for promotional activities through National, Local events and other promotional activities are as below:

Funds used for National, Local and Promotional activities

(Rs. in Lakh)

	Year 2002-03	Year 2003-04	Year 2004-05
	BSNL		
National Activities	66.89	90.38	92.62
Regional/Local Activities	123.64	180.68	182.5
Promotional activities	76.34	47.34	88.11

BSNL's Circle-wise details are enclosed as Statement-V (*See* below):

	MTNL		
Sponsorship/events etc.	164.42	184.65	109.32

(d) Funds are allocated for Marketing of various telecom products. Marketing helps company to educate and disseminate information related to products, tariff and various promotional schemes to the customers. In fact, marketing is used by companies to establish Brands and their benefits in the consumer's mind which help consumers in taking buying decisions.

Statement-I

BSNL

Year-wise Allocation and Utilization of Funds

(All figures in Rs. Lakh)

		2002-03		2003-04		2004-05	
		Allocation	Utilisation	Allocation	Utilisation	Allocation	Utilisation
1	2	3	4	5	6	7	8
1	Andhra Pradesh	950.00	656.26	1499.50	895.62	1100.00	829.95
2.	Andman & Nicobar	10.73	10.84	7.69	9.09	13.50	11.20

1	2	3	4	5	6	7	8
3.	Assam	30.00	28.93	52 73	27.07	30.00	30.18
4.	Bihar	256.30	157.58	270 00	93.40	144.00	71.50
5.	Calcutta Telephones	272.00	237.00	377.00	294.00	285.00	245.00
6.	Chhattisgarh	3.00	10.23	40.00	19.04	26.55	8.10
7.	Chennai	370.00	251.46	400.00	251.00	700.00	271.77
8.	Gujarat	450.00	418.00	424.00	327.00	520.00	510.00
9.	Haryana	169.80	147.37	500.00	124.28	62.50	35.72
10.	Himachal Pradesh	80.00	5.19	36.66	17.78	46.26	27.66
11.	J & K	36.10	16 90	70.47	53.63	59.70	32.05
12.	Jharkhand	16.06	16.44	42.81	41.12	35 00	17.80
13.	Karnataka	555.30	282.72	937.86	316.77	389.26	220 82
14.	Kerala	300.00	353.65	652.51	805.06	371.00	1202.21
15.	Madhya Pradesh	466.00	250.53	266.10	138.64	132.10	46.44
16.	Maharashtra	1018.10	647.69	1179 80	421.30	750.00	344.22
17.	NE-I	25.24	15.08	119.88	20.68	25.82	13 64
18.	NE-I	10.00	0.00	0.00	0.00.6.	6.60	6.63
19.	Orissa	64.59	8.64	96.67	5.34	90.00	15.02
20.	Punjab	508.54	321.60	1015 00	452.66	600.00	264.99
21.	Rajasthan	285.00	166.83	474.47	354.16	450.00	268.01
22.	Tamil Nadu	539.25	427.13	475 00	364 46	400.00	253.34
23.	UP(E)	180.08	129.42	404.88	252.97	350.00	96.33
24.	UP(W)	236 65	149.00	652.60	168.00	200.00	145.00
25.	Uttaranchal	35.07	27.07	149.49	41.24	123.90	43 37
26.	West Bengal	150.88	175.96	234.28	131.69	250.00	191.756
27.	BSNL Co.	5528.01	3586.96	7260.00	2660.00	7000 00	4301.93
	TOTAL:	12536.70	8498.47	17638 40	8286.01	14161.19	9504.63

Statement-II

BSNL

Circle wise expenditure on Advertising through Government Agencies

(All figures in Rs. Lakhs)

	2002-03	2003-04	2004-05
1. Andhra Pradesh	0.00	0.00	0.00
2. Andman and Nicobar	0.00	0.00	0.00
3. Assam	1.29	0.00	0.00
4. Bihar	0.00	0.00	0.00
5. Calcutta Telephones	0.00	0.00	0.00
6. Chhattisgarh	0.00	0.00	0.00
7. Chennai	0.00	0.00	0.00
8. Gujarat	0.00	0.00	0.00
9. Haryana	0.00	0.00	0.00
10. Himachal Pradesh	0.00	0.44	0.35
11. J and K	0.00	0.00	0.00
12. Jharkhand	0.00	0.00	0.00
13. Karnataka	0.00	0.00	0.00
14. Kerala	0.00	0.00	0.00
15. Madhya Pradesh	0.00	0.00	0.00
16. Maharashtra	0.00	0.00	0.00
17. NE-I	0.00	0.00	0.00
18. NE-II	0.00	0.00	0.00
19. Orissa	0.00	0.00	0.00
20. Punjab	0.00	0.00	0.00
21. Rajasthan	0.00	0.00	12.94
22. Tamil Nadu	0.00	21.01	18.17
23. UP(E)	0.00	0.00	0.00
24. UP(W)	0.00	0.00	0.00
25. Uttaranchal	0.00	0.00	0.00
26. West Bengal	0.00	2.03	0.38
27. BSNL CO	0.00	478.15	990.70
TOTAL:	**1.29**	**501.63**	**1022.53**

BSNL

Circle-wise expenditure on Advertising through Private Agencies

(All Figures in Rs. Lakhs)

	2002-03	2003-04	2004-05
1. Andhra Pradesh	0 00	0.00	0.00
2. Andman and Nicobar	0.00	0.00	0 00
3. Assam	24.19	25.27	27.32
4. Bihar	0.00	0.00	0.00
5. Calcutta Telephones	184.00	205.00	135.00
6. Chhattisgarh	0.72	2.07	1 25
7. Chennai	0 00	0.00	0.00
8. Gujarat	124.00	76.00	69.00
9. Haryana	5.77	16.04	2.30
10. Himachal Pradesh	0.00	0.00	0.00
11. J and K	0.00	53.63	32.05
12. Jharkhand	16.44	41.12	13.00
13. Karnataka	58.11	80.28	83.10
14. Kerala	321.30	228.32	166.44
15. Madhya Pradesh	17.78	35.54	14.94
16. Maharashtra	510.13	88.77	141.58
17. NE-I	0.00	0.00	0.19
18. NE-II	0.00	0.00	0.00
19. Orissa	0.00	0.00	0.00
20. Punjab	88.45	74.25	60.45
21. Rajasthan	0.00	0.00	0.00
22. Tamil Nadu	45.91	69.18	40.10
23. UP(E)	48.35	164.52	55 13
24. UP(W)	42.50	26.26	17.94
25. Uttaranchal	26.51	31.12	33.05
26. West Bengal	80.40	52.30	54.33
27. BSNL CO	1706.75	817.31	3209.55
TOTAL:	3301.32	2086.99	4156.71

Statement-III

BSNL

LIST OF PRIVATE AGENCIES USED FOR ADVERTISMENTS & OTHER WORKS

1. Advantage Media
2. M/s Airads Ltd.
3. A.K. & I Advertising Pvt. Ltd.
4. AKS Adv.
5. Apex
6. Catalysis Adv.
7. M/s Concept Communication Ltd.
8. Crayons Advertising Pvt. Ltd.
9. Darpan
10. Doctor
11. Gandhara Consult.
12. Goldmine
13. Grey Worldwide
14. M/s Headstart Advertising & Marketing Pvt. Ltd.
15. Kavya Communication
16. Krishi
17. Mallics,
18. National
18. Navnetlal
20. New Era
21. P.P. Adv.
22. Pall Adv.
23. Paradise
24. Prassar
25. Pressman Advertising
26. Publicity
27. M/s. Rashtriya Advertising
28. Ram Corp.
29. Rashtriya
30. RDS
31. Ridge
32. RKM Adv.
33. Sharad Adv.
34. Sigma
35. Snappers
36. Sobhagya Advertising Service
37. Sri Damoder,
38. Stimulus Adv.
39. SVA Adv.
40. M/s. Ushak Kaal Pvt. Ltd.

Statement-IV

Private Agencies engaged by MTNL

2002-03	2003-04	2004-05
M/s Adfactor	M/s Sobhagya Advertising Service	M/s Sobhagya Advertising Service
M/s Sobhagaya Advtsg Service	M/s CANCO Advtsg (P) Ltd.	M/s CANCO Advtsg (P) Ltd.
M/s Mode Advtg. & Mktg. (P) Ltd.	M/s Mode Advtg. & Mktg. (P) Ltd.	M/s Mode Advtg. & Mktg. (P) Ltd.
M/s R K Swamy/BBDD Advt. Ltd.	M/s Imageads & Communications (P) Ltd.	M/s Imageads & Communications (P) Ltd.
M/s Concept Communication Ltd.	M/s Goldmine Advtsg. Ltd.	M/s Goldmine Advtsg. Ltd.
M/s Imageads & Communications (P) Ltd.	M/s Adfactor	M/s Newfield,
M/s Goldmine Advertising Ltd.	M/s Everest	M/s AK & I
M/s Everest	M/s Jain Studio	M/s Adfactor
M/s Pressman	M/s Interads	M/s Adman
M/s Mode	M/s Pressman	M/s Airad
M/s J S Productions	M/s Shally Suman	M/s Arihant
M/s Airads	M/s Airads	M/s Choice & Vision
M/s Adknack	M/s AK & I	M/s Crayons
M/s Akshara	M/s Graphicads	M/s Graphisad
M/s Sulekha	M/s Newfield	M/s Interads
M/s Span Communication	M/s Ram Advtg.	M/s Jain Studio
M/s Ushak Kaal	M/s Rashtriya	M/s Pressman
M/s Vivid	M/s Span Communications	M/s Ram Advtg.
M/s AK & I	M/s Sulekha	M/s Rashtriya
M/s Graphicsad	M/s Vivid	M/s Span Comm.
M/s Interads		M/s Sulekha
M/s Newfields		M/s Vivid
M/s Ram Advtg.		M/s J S Productions
M/s Rashtriya Advtg.		M/s Critique
		M/s Pamm Advtg.

Statement-V

Expenditure on regional/local sponsorships

(All figures in Rs. Lakhs)

	2002-03	2003-04	2004-05
1. Andhra Pradesh	0.00	0.00	0.00
2. Andman and Nicobar	0.00	0.00	0.00
3. Assam	1.82	1.77	2.86
4. Bihar	0.00	0.00	0.00
5. Calcutta Telephones	10.00	0.85	0.00
6. Chhattisgarh	0.00	0.00	0.00
7. Chennai	2.08	24.00	23.94
8. Gujarat	0.00	0.00	0.00
9. Haryana	0.00	5.40	5.91
10. Himachal Pradesh	2.30	5.61	8.75
11. J and K	0.00	0.20	2.34
12. Jharkhand	0.00	0.00	1.90
13. Karnataka	15.27	26.10	17.53
14. Kerala	13.56	6.19	5.53
15. Madhya Pradesh	52.10	33.91	2.17
16. Maharashtra	1.15	26.70	9.00
17. NE-I	0.00	0.00	0.00
18. NE-II	0.00	0.00	0.00
19. Orissa	0.00	2.95	2.21
20. Punjab	1.20	0.00	21.92
21. Rajasthan	13.19	12.66	21.92
22. Tamil Nadu	0.00	5.60	5.95
23. UP(E)	8.31	12.01	12.98
24. UP(W)	0.00	1.58	20.51
25. Uttranchal	0.36	9.82	9.96
26. West Bengal	2.30	5.34	6.81
TOTAL:	123.64	180.68	182.52
Expenditure on National Sponsorships			
Sponsorship	66.89	90.38	92.62
TOTAL:	190.54	271.07	275.11

BSNL

Circle-wise expenditure on promotional activities

(All figures in Rs. Lakhs)

	2002-03	2003-04	2004-05
1. Andhra Pradesh	0.00	0.00	0.00
2. Andman and Nicobar	0.00	0.00	0.00
3. Assam	1.60	0.03	0.00
4. Bihar	0.00	0.00	0.00
5. Calcutta Telephones	152.3	10.48	4.52
6. Chhattisgarh	0.00	0.00	0.00
7. Chennai	0.85	4.13	5.18
8. Gujarat	0.00	0.00	0.00
9. Haryana	0.03	0.00	0.04
10. Himachal Pradesh	2.30	5.61	9.70
11. J and K	0.78	0.00	0.00
12. Jharkhand	0.00	0.00	0.00
13. Karnataka	4.64	9.97	4.04
14. Kerala	4.27	2.29	1.49
15. Madhya Pradesh	4.27	2.97	2.60
16. Maharashtra	0.00	0.00	0.00
17. NE-I	0.00	0.00	0.00
18. NE-II	0.00	0.00	0.15
19. Orissa	0.64	0.03	0.11
20. Punjab	0.00	0.00	0.00
21. Rajasthan	32.94	0.18	3.63
22. Tamil Nadu	0.00	0.00	0.00
23. UP(E)	0.00	0.00	0.00
24. UP(W)	0.00	0.55	0.00
25. Uttranchal	0.12	2.23	2.17
26. West Bengal	1.20	0.00	41.92
27. BSNL Co	7.48	8.87	12.57
TOTAL:	76.34	47.34	88.11